

A Semi-Monthly  
SUMMARY  
of World-Wide  
Motion Picture  
NEWS

# THE CANADIAN MOTION PICTURE EXHIBITOR

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VOL. 7, NO. 24

TORONTO, DECEMBER 15th, 1941

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## Cinema City Does Duty

Hollywood has placed its manpower and facilities at the disposal of the United States government in the present war situation. Studio workshops have been busy for some time filling defence orders wherever possible. Each studio, a city in itself, contains machine and other shops. Now items for picture production will fade into the background at the first call of Washington.

Hollywood and San Francisco, some 500 miles apart, are the largest cities on the western Pacific, the former being situated  
(Continued on Page 2)

## Artkino Head In Toronto

Nicholas Napoli, youthful head of Artkino Films, with headquarters in New York, was in Toronto last week to get a close-up of the Canadian market for Russ films. He spent some time with O. J. Silverthorne, Ontario censor, discussing policy and the possibility of some form of regular distribution here.

Ontario has been following a per picture policy in matters of censorship. Non-propaganda pictures are the rule, with musicals preferred. No change of attitude  
(Continued on Page 2)

## We'll Have No More of That

Nick Napoli, who heads Artkino Pictures, was in Toronto last week. Nick caters to the revived market for Russ products. He told about an Italian exhibitor in New York who played Mussolini pictures but couldn't get enough of them. He wanted Russian pictures for alternate weeks — or even to make up double bills with the Fascist films.

"Haven't you heard that there's a war on?" asked the surprised Napoli.

"So what!" shrugged the exhib. "My partner is a Greek!"

## Christmas 1941

"God must have loved the common people," Abraham Lincoln was supposed to have said. "He made so many of them."

The world-shaking events of the day cannot obscure the enduring drama of everyday existence. Rather do they cause us to contemplate it anew.

The importance of major happenings are determined by their effect on the normal course of things in the life of the individual. That ocean storm is truly tremendous which creates a stir all the way to the quiet backwaters.

Of these annals of the average man is the genuine stuff of life. Here is the raw material of destiny. Not from the spangled satraps of power nor from the professional soldier spring the great changes that ennoble man and dignify life—but from the little people of the earth.

It is this little man who bears with saintly patience the dangerous stupidity of would-be tyrants. Until that historic day when he, with vast anger, storms out of garden, parlor or workshop to put humanity back on the right path.

Hidden away in his heart are the quiet and simple pleasures he knew. In faraway places he dreams of the things of home—of the neighborhood baseball league, of the movies, of Christmas Eve, of Thanksgiving with his family, of New Year's day with his friends.

The milestones of freedom along the highway of history were put there by the citizen turned soldier. He is preparing another one. He has never failed in his task. He will not fail now.

His work is lit up by Democracy, the torch of Civilization. In its blessed light the menacing tyrant stands revealed for the ugly thing he really is. And with him his dupes and misleaders. In that light there is no mistaking them.

Many Yuletides may pass before the tyrant is humbled and the guarded task finished. Courage and a sense of right will bring the decision. We do not fear it.

Ours is the future.

## Ottawa Issues Ruling For New Year's Eve Show Charge

New Year's Eve vaudeville presentation in picture houses, a common practice, will likely be affected by the newest war-time restriction applied to pre-1942 theatre celebrations.

According to a notice received from James Stewart, Administrator of Services for the Wartime Prices and Trade Board, theatres using stage attractions on New Year's Eve will be permitted to raise the price to that charged last time—but the raised price

must include the 20 per cent federal tax.

The ruling follows:

(1) No theatre shall be entitled to increase its admission prices to these shows over the regular prevailing evening prices unless the entertainment provided shall consist of motion pictures supplemented by other forms of entertainment.

(2) If the New Year's Eve show consists of motion pictures, sup-  
(Continued on Page 3)

## Taylor Made ITA Prexy

Nat A. Taylor became president of the Independent Theatres Association, replacing Harry Alexander, who retired from the executive board of the organization, at the annual meeting held early in December. The King Edward Hotel, Toronto, was the scene of the session.

Taylor stepped up from the vice-presidency, in which office H. Freedman, formerly a director and president on two previous occasions, succeeded him. A Polakoff is the new treasurer, following Tom Walton into that office; and M. L.

(Continued on Page 2)

## H. P. Robinson Joins FPC Board

Mr. H. P. Robinson, well-known New Brunswick business man, was elected to the Board of Directors of Famous Players Canadian Corporation at a meeting of that body in Toronto.

Robinson, who is from St. John, is the publisher of the Times-Globe of that city and a member of the Canadian Press Association. He is vice-president and general manager of the New Brunswick Telephone Company, president of the East Canada Coastal Steamship Company and a director of  
(Continued on Page 2)

## Sandler Distributes

Phillip Sandler, owner of the Centre, Toronto, has taken over the Canadian franchise for Cinema Service Corporation of New York. The company distributed previously through Sirken & Shochet of Montreal. Product is in the Yiddish language. Sandler says that he has six films ready for distribution.

## Andrews to Timmins

Stan Andrews, managing the Royal, Guelph for FPC, has been shifted to the Broadway, Timmins. The Broadway came to FPC recently when its suit for control of the house against Associated Theatres and Empire-Universal was settled out of court.



# THE CANADIAN MOTION PICTURE EXHIBITOR

**HYE BOSSIN**  
Managing Editor

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## Cinema City Does Duty

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about 16 miles from the ocean. Both are surrounded by plane factories, bases and army camps. This the Japs know well. Both are extremely well-guarded but a Japanese air attack on Hollywood for psychological reasons is not beyond possibility. The American people has always had a special place in its heart for the film capital.

There is no doubt that picture production will be affected. There can be no outside night shooting. Daytime shooting will be affected in far greater measure than formerly by the noise of planes in the air. There may be a shortage of manpower in the near future, since Hollywood employs expert technicians in every field from art to wireless.

Another important factor in any contribution is the studios' supply of arms, automotive equipment, searchlights and so on.

The box-office will be affected for some time to come by the desire to stay home and listen to the radio. The Hollywood gala premiere is a thing of the past. And so, it would seem now, is the much-disputed double bill.

## H. P. Robinson

(Continued from Page 1)

the Royal Bank of Canada.

At the meeting were J. J. Fitzgibbons, president of FPC; R. W. Bolstad, vice-president; Noel G. Barrow, Norman Robertson and Wendell Farris, K.C. of Vancouver—all members of the Canadian delegation. Present from New York were Barney Balaban, president of Paramount Pictures; Austin Keough and Stanton Grifis.

## Best Wishes

To our readers and advertisers, and to all the people of the film trade, we offer our best wishes for the year to come—and those after. We join with them in the hope for victory and in the resolve to serve its needs. This paper thanks them for their interest and co-operation in the past and looks forward to brighter days with them.

Beginning with the first issue of the new year, the Canadian Motion Picture Exhibitor, a semi-weekly publication, bows out to make way for a livelier-looking and more sprightly successor, the Canadian Film Weekly. For eight years we have gone along together happily and your kindness and help have made it possible for us to exist and grow.

We shall try never to be remiss in our duty to you, our common craft, and to our country.

All of us entertain a number of varied hopes, most of them interwoven—for the future progress of our great land, for the continued triumph of Democracy against the proponents of a darker age, for happy solutions to our personal and business problems.

One and all, if we lend our faith and our might, we shall realize them.

## A Great Picture

An undying contribution to great screen art—a film that will occupy a worthy place in our hall of classics—is Twentieth Century-Fox's "How Green Was My Valley." Magnificent? The word seems cheap when applied to this picture. If for nothing else, it deserves the highest honors for its recognition and presentation of human values.

The masterful work of John Ford, assisted splendidly by Donald Crisp, Sara Allgood, Roddy McDowell, Maureen O'Hara, Walter Pidgeon and others, moves the watcher into a world of reverie almost without him knowing it. The change is silent and complete. There are no shunts and jars. He is absorbed into the life of a Welsh mining village of days gone by and it takes a while to leave behind the people and place. Too rarely do pictures seize the patron's imagination to that extent.

Its heroics are not of the filing cabinet variety, to be shuffled and used again for another routine writing stint on the morrow. In it suffering is stark but not grotesque. Whatever you learn from it is not pointed out but left to your understanding heart. Its love story is restrained, yet marks your mind. Its sentiment is rich and honest enough to make men weep unashamedly.

Roddy McDowell, said to be an English war guest, gives a performance that makes him the boy of the year. The screenplay by Phillip Dunne is a credit to the fine craftsmanship of this writer and his dialogue refreshes the mind and heart. Nothing finer has been done by Donald Crisp in his long career. Nor by Walter Pidgeon. The photography of Arthur Miller, no doubt inspired by Ford, is bewitching. It has great music of instrument and voice. The sets, by Richard Day, are completely convincing.

"How Green Was My Valley" represents the almost perfect blending of many incomparable talents. It is great—and it is box office.

Canada can feel proud of its share in it—contributed by Walter Pidgeon of St. John and Richard Day, another Canadian, who is the studio's Art Director.

## Taylor Made ITA Prexy

(Continued from Page 1)

Axler continued as secretary for the fifth consecutive term.

The directors of ITA for the coming year will be Sam Ulster, H. Yuden, Syd Roth, Harry Firestone, Ben Ulster and Raoul Auerbach.

"There is a definite need, particularly at the present time, for the continuation of the work of the association," said Taylor in his speech of acceptance, "if for no other reason that that the keeping of our affairs in first-class order will make unnecessary an undue amount of government control."

The effect of the ceiling on admission prices came in for considerable discussion. It was decided to maintain membership in the Film Section of the Board of Trade and through this channel stay in touch with all new regulations. The president and vice-president were made the ITA's representatives.

Elected to the Membership Committee were Syd Roth, Harry Firestone and H. Yuden. The Grievance Committee comprises H. Freedman, Sam Ulster and A. Polakoff.

## Artkino Head In Toronto

(Continued from Page 1)

by the board was indicated by Napoli as resulting from the conversations.

"Peculiarly enough," said Napoli, "Soviet films are most popular in those places in which they have never shown or where they've been banned for some years. For instance, Brazil."

In such places, Napoli claimed, Soviet pictures had paved the way for American anti-Nazi product. The Hollywood revelations of Axis methods found tough going in many South American spots.

Speaking about Canadian reception for Russ pictures, he pointed out that in England the government had asked exhibitors to show certain 10-minute reels dealing with Soviet aviation and other subjects. Soviet subjects were owned and distributed by Anglo-American, which company has "Pimpinel Smith" and other orthodox product.

## Gray Resigns

A. H. Gray, theatre inspector for the Motion Picture Censorship and Theatre Inspection Branch of the Ontario Government, has resigned that post. He had discharged that task for over 16 years and is popular with the trade.



## New Year's Eve Charges Fixed

(Continued from Page 1)

plemented by other forms of entertainment, the total admission prices charged to these shows may be set at the same amount which was charged for a similar type of show last year.

(3) The admission prices charged, if higher than the regular evening admission prices to the theatre now prevailing, must include the Federal 20% tax and such admission prices, including all amusement taxes, must not be higher than the total admission price charged to the public last year.

## Merritt Helps Windsor Drive

The Palace theatre, Windsor, was the scene on Friday, December 12th of a great benefit show in aid of the Overseas Smoke Fund. Stars and civic luminaries moved across the border from Detroit in considerable numbers to help the soldiers get their cigarettes.

Among those who lent their presence and talents to the event was the Mayor of Detroit, the Mayor of Windsor, Billy House, Eddie Garr and the Michigan Theatre Orchestra. There was a surplus of talent and customers as compared to house capacity and time available.

The directors of the smoke fund weren't satisfied with the way things were going and appealed to the Windsor Lodge of the B'nai B'rith for help. H. Cem Merritt, well-known theatrical man of that area and a member of the lodge, began whipping things up.

The result was the best financial impetus the smoke fund has had so far. It needed \$5,000 and got it.

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for the  
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## On the Square

By HYE BOSSIN

A tale of two tickets.

Abe Cass and Johnny Cohn owned them. They were subscriber's pasteboards that give the holders two of the best seats on the rail at the Maple Leaf Gardens. Abe and John couldn't use them. So Abe turned them over to Columbia's office underlings, Marvin Miller and Fred Fink, for disposal. They were worth six bucks.

The junior financial wizards organized a raffle at two-bits per grab. Abe Fox made the draw. Guy Upjohn, RKO booker won them. Ben Finklestien, man-about-The Square, has a hockey-mad daughter who had been promised a look at the Leafs in action. Ben paid Upjohn three dollars for them. The Leafs lost. The child was unhappy. So was Ben.

Pierpont Miller and Rockefeller Fink disclaimed any personal interest in the raffle. However, Fink's newest feature was a set of red earmuffs, reaching across the head like wireless earphones. The truth came out when Miller denounced his partner for losing a two-dollar bill.

Miller profited ninety cents and Fink \$1.10. It was simple. They sold a few extra raffle tickets, that's all.

Anyway, the draw was honest. We were there.

\* \* \* \* \*

Dave Sherman's 19-year-old son, Murray, joined the RCAF. Dave, of Premier's managerial staff, was in the last one. . . . Lanky Steve McManus paid us off for our sharp peepers. Steve shaved off his golden moustache but we were the only one to notice it. He was so flattered he awarded us a cigar . . . Frances Shelley has departed from Famous to be Glenn Ireton's Gal Friday at Warners. . . . We asked Ray Allen about the rumor that his Mavety Theatre, in Toronto's West end, would play vaudeville. "We hear that flesh is going in. Is it true?" was our query. "Sure," snapped Ray. "I weigh 186 lbs.—and I'm going in. The cashier weighs—" We had enough.

\* \* \* \* \*

Last issue we wrote about the film salesman who couldn't sell the only exhibitor in a certain town and bluffed his way into a contract by pretending that his firm was going to locate another theatre there. The salesman offered, for his outfit, to drop the idea for a contract. And did.

Joe Myers tells a somewhat similar story with an even better twist on it. This salesman, unable to get his product into the town's only house, hired a stooge with surveyor's equipment to put on an act on the lot next door.

The exhibitor bit. But most of all he wanted to know how much was paid for the land. No matter what was said he always brought the conversation back to the purchase price of the real estate.

"Why," the salesman finally asked, "are you so interested in the price?"

"Because," laughed the exhibitor. "I own the land!"

\* \* \* \* \*

Manager Morrie Sasloff of the Ace, Toronto, got a timely brainwave which helped him out of a recent tough spot.

The Saturday matinee was clogged with kids who showed no inclination to go home. The Ace is a small house and you have to keep 'em moving on schedule. The bill was top juvenile fare and the boys and girls were rooted there.

That was the afternoon of the largest military parade in Toronto since the war began.

Morrie had a slide made up which read: "Moving down University avenue right now! . . . The largest parade in Toronto history . . . 7,000 soldiers . . . 20 bands . . . Tanks . . . Anti-aircraft guns," etc.

In no time the theatre was almost empty.

\* \* \* \* \*

That was quite a shindig the Firestones, Sam and Harry, tossed to initiate their lovely new offices in the Film Exchange Building. Haskell Masters, Nat Taylor, Paul Nathanson, Leo Devaney, Joe Plottel and sundry others dropped in for a kibitz, a sip and a munch. It was a heart-warming house-warming.

The general good-and-badinage was ample evidence of the personal good-fellowship which exists in the game in spite of the definite business differences. The Firestones were toasted till their toes tingled. Harry, who used to be on of your favorite columnists in these pages, is too busy to write his humorous observations down but he still makes them. They're good listening for news-hungry scribes.

## Hollywood Has Record Output

At the time when America finds itself at war and current Hollywood activities may be affected the cinema city finds itself with the greatest stock of manpower and product in its history. Pictures not yet released are estimated to value almost \$135,000,000. Almost 600 players are attached to the studio weekly list.

There are 134 productions on the outgoing shelves, over 50 of these having cost more than \$500,000 each to produce. Over \$15,000,000 worth of photoplays have just been released. The financial strain on the studios has been relieved by uncommonly large grosses of late.

The demands of the Consent Decree for finished films before sale is largely responsible for the bumper crop.

## Study New Seating Plan

At the recent 25th anniversary convention of the Society of Motion Picture Engineers, which was held in New York, Dr. Alfred N. Goldsmith revealed the result of a survey made of the seating preferences of patrons.

The most popular section of the theatre, it was noted, is that which is about four times the width of the screen from the front and eight times from the back. Last to be filled were the front seats, which got the business after the offside seats.

The committee is preparing a report based on the survey. It is thought that theatres of different size and shape than the modern ones might solve the problem and make entertainment more acceptable.

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# DIGEST of REVIEWS

## EMPIRE-UNIVERSAL

This picture is frankly radio-inspired. It's apparently a good idea to let radio stars be what they are and offer them as such, instead of making acting demands on them. The thespian side of this film counts for little.

It isn't a military comedy, as the title would seem to indicate, but it provides a **worthwhile hour-or-more of looking and listening**. The story stems from Ken Murray's idea that Frances Langford is going to have a baby—when it's really her sister who will.

Plenty of radio and night club draws on hand—Don Wilson, Hanley Stafford, Susan Miller, Senor Lee, Skinnay Ennis and his orchestra, Kenny Stevens, Louis Da Pron, Stop, Look & Listen and the Three Cheers.

## COLUMBIA

### LADIES IN RETIREMENT

A highly artistic job of picture-making, intriguing to the eye and mind—but with unrelieved grimness throughout. Elsa Lancaster and Edith Barret, as the mad sisters for whose comfort Ida Lupino murders Isobel Elsom, do have a certain grotesque comicality. But they can't broaden their characterizations without moving towards a burlesque of the roles—which would ruin the weird atmosphere.

Louis Hayward plays a rascally nephew of Lupino intent on blackmail and Evelyn Keyes is his weak co-conspirator, a maid. Clyde Cook is a cockney handyman. All the performances are crackerjack.

## WARNERS

### ALL THROUGH THE NIGHT

Humphrey Bogart, ex-mobster turned gambler, goes on a rampage against a Nazi spy ring operating in New York. Bogart and his bunch get tangled up with the Brownhouse boys in their search for suckers. **Full of rootin' and shootin'—and with a pip of a chase.** Oh, the cops help out too—chasing Bogart while he chases the fifth columnists.

It will excite and amuse any audience. It's name-heavy and many favorites serve, such as Conrad Veidt, Kaaren Verne, Jane Darwell, Frank McHugh, Judith Anderson, Peter Lorre, Barton MacLane and Ludwig Stossel.

### STEEL AGAINST THE SKY

Two bridge-building brothers, Lloyd Nolan and Craig Stevens, battle over the boss's daughter, Alexis Smith. Gene Lockhart is the boss and Edward Ellis is the boys' pop. Edward Brophy, as a structural worker, and Walter Catlett, as a moth-eaten professor, carry the comedy.

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### William Lee Passes

William J. Lee, father of Arthur Lee, died in New York on December 5.

The late Mr. Lee was one of the first to see the promise of the film business. In 1910, while in vaudeville booking, he branched out into motion picture field.

He was highly regarded everywhere.

### 'Fantasia' Cut

Walt Disney will cut "Fantasia" by 45 minutes for its general release in January or February. The super-musical runs to 125 minutes now. Chopping will be done on Deems Taylor's narration and excessive shots of Stowkowski.

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## Picture Pickups

By TAP KEYES

Damon Runyon, now an RKO producer, is also one of the continent's best-loved and widely-read columnists. He writes for the King Features Syndicate and his work has often expressed his affection for motion pictures.

Lately he has devoted several columns to that civic peculiarity of Los Angeles, Main Street. All who have been there know it to be a mixture of the Bowery of New York, the Kasbah of Algiers—and anything else you can think of. It's one of the tangiest thoroughfares anywhere.

There are any number of movie houses on Main Street, some of them owned, incidentally, by Harry Popkin, a Canadian fellow who left Toronto years ago, became an usher on the Coast and now counts 25 theatres as his own.

Of the Main Street movie situation Runyon writes:

"We had a chat with the owner of a movie theatre who charges seven cents admission and who told us that he plays to 25,000 customers per week and makes \$5,000 a year from the enterprise. His box office was also a candy stand and all you could see of the lady ticket taker was her eyes framed in candy bars and he said he sold as much as \$25 worth of candy each week.

"He also informed us that the candy business in movie houses started right there on Main Street. One of the owners of a big theatre in Los Angeles happened to see the candy display in a Main Street box office and installed the same thing on a large scale in his own theatre and the candy is now a fixture in cinema emporiums everywhere. The Main Street man wanted to know if we cared to buy his theatre, saying he also had another place a short distance up the street that was doing very well, but we thought we should stick to our own racket.

"This man told us he gave his customers two feature pictures, a western, a cartoon and a newsreel for their seven cents, running from 9 o'clock a.m. until about 10:30 p.m. He said now you take a Mexican with a wife and five or six children looking for an evening of entertainment—where could they get as much for their limited bankroll?"

\* \* \* \* \*

Al Liscombe, who stayed in the game as a projectionist when he got out of the exhibition end, used to own the Greenwood in Toronto, now the Guild. That was in 1915. A lot of water has flowed under the bridge—and over it—since then.

Liscombe loves to hark back—and it makes good listening for young-timers. He used to get out a weekly news bulletin for the house. Some of the picture titles may tease your memory and set you musing about days that are dead and gone.

Harry Carey's return to the stage makes this ad interesting: "Here! . . . One of Broadway's greatest actors . . . Harry D. Carey in That Beautiful Drama of Regeneration . . . 4 Great Acts . . . "Just Jim" . . . Pronounced the Strongest Photoplay of the Year." Somewhere along the years Carey lost the D and picked up cinema saddle sores.

About that time the Greenwood was showing "Circus Mary," three-reel drama with Mary Fuller; "The Grail," two-reel drama with Anna Little and H. Rawlinson; "The Broken Coin," episode No. 4; "The Curse of Work," two-reel Billie Ritchie comedy; "The Eleventh Dimension," two-reel Bison with Marie Walcamp; and "Jewel," a Broadway Universal Feature in five parts. The ad for this last one shows "Lois Weber & Phillips Smalley Who Directed Ella Hall and Rupert Julian."

\* \* \* \* \*

The roughest ride a reviewer has given a picture in some time is the one the Errol Flynn starrer, "They Died With Their Boots On," got in the New York Telegraph. No picture could be that bad. This one isn't. There's enough shootin' and ridin' in it to captivate the large horse opera custom. The film is about Custer's last stand at Big Horn. Here's the tail end of the aforementioned review:

"Maybe 'They Died With Their Boots On' is a proper title to put on the whole business after all. They certainly died, all right. Flynn and the other players, and the script and the story, and the dialogue and the direction. That's a massacre that even compares with the Little Big Horn."

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## Theatres Robbed

The Community, Hamilton, a 20th Century house, and the Capitol, New Toronto, one of the Premiere string, were robbed last week.

Manager Al Perley of the Community reports that the thieves stole the cash-box containing \$150. There was no sign of a break-in and it is thought that the robbers hid after the last show.

The New Toronto house suffered considerable vandalism, though the thieves weren't able to open the safe. Martin Bloom is the manager.

## Plan Scout Film

The story of the Boy Scouts of America and the great work it is doing to mould character in youth will be the subject of a coming Warners production. Arrangements between the studio and Scout movement officials have been concluded.

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# Going After Them!

By Lloyd M. Mills

I'LL open this column with a few notes on one of our best contributors, Robert Brown of the Vanity, Windsor.

Instead of praising Bob, I want to congratulate him on having such a marvellous staff. They give Bob great cooperation in the Sunday concerts he runs in his theatre for charity. Some of the drives which have benefitted from their help are the Spitfire Fund, Queen's Fund, Overseas Smokes, Bomb Victim—and the theatre is also used for lectures in the interest of public welfare.

They have raised thousands of dollars for worthy funds and all of us are grateful to them. They deserve thanks for creating in Windsor some very high regard for the Moving Picture industry. They have always donated their services without complaint. That is carrying the Christmas spirit on for 365 days a year.

TOM MASCARO of the Capitol, Belleville, put on a special screening of "Dive Bomber" for the air chiefs of Trenton. The newspaper gave it a big boost.

Along those lines Willie Payne, Granada, St. Thomas, had a plane 15 feet long made up of wrapping paper. It hung over the theatre and looked like the real thing. It's a twice-a-week house but Bill got a full week out of it.

Back to Tom Mascaro. He got a tieup with the Belleville School for the Deaf on "Come On, George!" The kids laughed themselves sick at George Formby. It was nice of Tom to do that for the boys and girls and won much praise.

Tom plastered the air school and other places with heralds of every kind and did large business.

BOB BEREZIN of the Elgin, Ottawa, uses this slide on his screen before playing the now highly-popular Columbia sing-song shorts: "Following is a Sing-Song. Let's have fun. Put your gum under the seat, clear your throat and everybody sing. Don't be shy. Just try and sing out."

Bob has made the sing-song shorts the most popular and regularly requested single reel in his theatre—and in town. Thanks for the tip, Bob. I think there's a lot of money in good shorts if they are sold and not just added on.

The community spirit has taken hold of the Elgin since the shorts went into action and there are never bad comments. Everybody feels friendly. (I'd certainly give two-bits to hear Frank Meyers of Exhibitors Booking during one of those singfests. He's a tenor, you know.)

GARNET HEATHERLY, Centre, London, got up something somewhat extreme but highly effective on "Underground." He has a lobby display of a dummy hanging with a noose around the neck. "This man loved Freedom and Democracy," the sign read, "and strived for it in Nazi Germany." He recommended the watchers to see "Underground."

This is being done for three weeks in advance of the showing and should help him match the high grosses everywhere on "Underground."

HARLAND RANKIN comes up with a good Christmas idea. He promoted a large paper bag and printed "Centre Theatre, Chatham" on it. The parcels checked by patrons are put in them. It's a cheap idea and a good one.

FOR "Shepherd of the Hills" Pete Harrison of the Capitol, Cobourg, along with other stunts, distributed heralds at every barn and country dance in a ten-mile radius. He also presented passes for prizes at dances and contests.

The film has a special appeal for rural folks and Pete's thoughtfulness stirred plenty of interest.

MEL JOLLEY, Columbia, Thomas, doesn't go in for big stunts but consistent ones. He uses a lot of them during the week and he ships them here for public notice.

He has promoted airplanes, plane picture series and things like that for aviation films. He has given out pictures of Churchill and things for the kids. He tied up the druggists for the Kildaire pix and the service stations for "They Drive By Night."

Every week cafes or florists run cooperative ads in the papers. It would take pages to list the stunts of this very alive fellow. He is consistent and keeps everlastingly after them. That's the secret of his success.

Keep writing, Mel, I always enjoy your letters.

Mel, by the way, has a daughter who he claims is St. Thomas' most beautiful girl. See what I mean? Mel is always promoting something.

TED FRASER, Century, Trenton, ran a 20-foot gorilla up the side of his building front for "King Kong." It could be seen from both ends of the main street.

He did excellent business and is willing to lend it to anyone.

## Warners Plan Two-Reel Dramas

Warners, in an endeavour to fill up the hole left by its policy of no "B" features, offers something new—two reel series of fictional subjects. The idea might be described as serials for adults.

Two discontinued feature series will be revived — Penrod and Torchy Blane. They'll come under the general supervision of the shorts department chief, Gordon Hollingshead.

The company is opposed to double-features and feels that the two-reelers of a dramatic nature might be the answer to building out the bill. If the idea shows promise it will be done on a large scale.

The story shorts may get in on the soap opera trade, which is used to getting its drama in abbreviated form.

## H. Nathanson Tops Can.-Metro

Henry Nathanson has been appointed MGM's general manager in Canada, it was announced by William F. Rogers, sales chief of that exchange. Rogers will personally handle Canadian matters, the Dominion having been part of Tom Connors' division.

Metro's Canadian distribution has been handled through Regal Films up to now. No further changes in the native set-up have been announced and it is understood that the arrangement will embrace the present personnel and organization intact.

## Capra Joins Fox

Frank Capra, Academy Award winning producer-director, has signed an exclusive contract for three years with 20th Century-Fox Studio, it was announced by Darryl F. Zanuck, vice-president in charge of production.

Capra will report to the Westwood studio immediately after completing his current assignment, "Arsenic and Old Lace," at Warner Brothers.

## Holiday Greetings

A. Sprachman  
M.R.A.I.C.

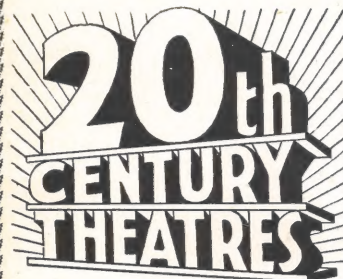
Harold S. Kaplan  
M.R.A.I.C.

ARCHITECTS

TORONTO - ONTARIO



*Compliments  
of the  
Season*



### Alta. Theatre Burns

Empress theatre, Ponoka, Alta., was gutted by fire of unknown origin recently.

## Taplinger To Columbia

Robert S. Taplinger has been signed to a long-term contract by Columbia Pictures, Inc., as executive assistant to Harry Cohn, president of the film company. Taplinger will make his headquarters with Cohn at the Columbia Studios in Hollywood.

Taplinger has announced his resignation as national publicity and exploitation director of Warner Bros. Pictures, Inc., a new post he acquired after coming to New York from Hollywood recently.

Previously he was for four years director of studio publicity for Warners, creating an enviable mark in the industry with many progressive innovations.

He was chairman of the Publicity Directors' Committee before coming to New York.

### 'Trouble' for 'Heaven'

Warners' "One Foot in Heaven" will be known as "One Foot in Trouble" in the British Isles. It was renamed there because the law forbids the use of the word "heaven" in theatrical billing.

## Film Folks Boost RAF Fund

Thomas H. Beck, president of the Royal Air Force Benevolent Fund of the USA, today announced receipt of a contribution of \$15,000 from the motion picture industry through the Motion Picture Producers and Distributors of America. Since all expenses of the fund are borne by the trustees, the full amount will go to help the dependents of members of the RAF killed or disabled in action.

In a letter accompanying the check, Will H. Hayes, president of the motion picture organization, explained that the money represents a portion of the proceeds from the distribution of the feature length motion picture, "Land of Liberty," which was made by the entire industry as a patriotic contribution, and is being distributed without profit, net proceeds being devoted to war emergency welfare work.

"Land of Liberty," covering more than a century and a half of American history, is composed of material from 112 different features, shorts and newsreels, under the editorship of Cecil B. DeMille and presents the famous characters of America past and present "in action" as portrayed by such stars as Spencer Tracy, Claudette Colbert, Henry Fonda, Raymond Massey, Margaret Sullavan, Lionel and John Barrymore, Bette Davis, Walter Huston, James Stewart, Robert Montgomery, Virginia Bruce and scores of other first rank players.

It has been shown to millions of theatergoers during the past year, and is still available for further showings.

The \$15,000 contribution was made on behalf of the industry by the board of directors acting as a special committee.

### Jack Reith Dead

Jack Reith, well-known in theatre and stage management circles, died in the Wellesley Hospital, Toronto, on Sunday, December 14. He was most recently manager of Toronto's Midtown theatre. He came to Toronto from Chicago. He was active in the Canadian West as a manager for Famous Players and other circuits. For some years he was with RKO in the States.

Mr. Reith was 53 and is survived by three daughters. His body was shipped to Chicago for burial.

### Palace Drops Flesh

The Palace, St. Catharines, which opened its doors several months ago, has changed its stage show policy to straight pictures. John A. Whitehouse is the manager.

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and  
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Sarah Padden, Billy Lee



## THE DEVIL BAT

Bela Lugosi, Suzanne Kaaren

## DESPERATE CARGO

Ralph Byrd, Carol Hughes



## JUNGLE MAN

Buster Crabbe, Sheila D'Arcy



## MISBEHAVING HUSBANDS

Ralph Byrd, Carol Hughes



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James Dunn



## SOUTH OF PANAMA

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